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**CONTINUED PROSECUTION APPLICATION (CPA)  
REQUEST TRANSMITTAL**

**Submit an original, and a duplicate for fee processing.**

*(Only for Continuation or Divisional applications under 37 CFR 1.53(d))*

**CHECK BOX, if applicable:**

DUPLICATE

4. *Lobularia*

**Assistant Commissioner for Patents  
Box CPA  
Washington, DC 20231**

Attorney Docket No.	042390.P4072
First Named Inventor	Paul C. Greer
Examiner Name	Penny Caudle
Group/Art Unit	2765
Express Mail Label No.	EL236787412U

This is request for a  continuation or  divisional application under 37 CFR 1.53(d).  
(continued prosecution application (CPA)) of prior application number 08/882,197,  
filed on June 25, 1997, entitled USER DEMOGRAPHIC PROFILE DRIVEN ADVERTISING TARGETING.  
**JUN 14 1**

## NOTES

**FILING QUALIFICATIONS:** The prior application identified above must be a nonprovisional application that is either: (1) complete as defined by 37 CFR 1.51(b), or (2) the national stage of an international application in compliance with 35 U.S.C. 371. A Notice will be placed on a patent issuing from a CPA, except for reissues and designs, to the effect that the patent issued on a CPA and is subject to the twenty-year patent term provisions of 35 U.S.C. § 154(a)(2). Therefore, the prior application of a CPA may have been filed before, on or after June 8, 1995.

**C-I-P NOT PERMITTED:** A continuation-in-part application cannot be filed as a CPA under 37 CFR § 1.53(d), but must be filed under 37 CFR 1.53(b).

**EXPRESS ABANDONMENT OF PRIOR APPLICATION:** The filing of this CPA is a request to expressly abandon the prior application as of the filing date of the request for a CPA. 37 CFR § 1.53(b) must be used to file a continuation, divisional, or continuation-in-part of an application that is not to be abandoned.

**ACCESS TO PRIOR APPLICATION:** The filing of this CPA will be construed to include a waiver of confidentiality by the applicant under 35 U.S.C. 122 to the extent that any member of the public who is entitled under the provisions of 37 CFR § 1.14 to access to, copies of, or information concerning, the prior application may be given similar access to, copies of, or similar information concerning, the other application or applications in the file jacket.

**35 U.S.C. 120 STATEMENT:** In a CPA, no reference to the prior application is needed in the first sentence of the specification and none should be submitted. If a sentence referencing the prior application is submitted, it will not be entered. A request for a CPA is the specific reference required by 35 U.S.C. 120 and to every application assigned the application number identified in such request, 37 CFR § 1.78(a).

1.  Enter the unentered amendment previously filed on April 28, 1999 under 37 CFR § 1.116 in the prior nonprovisional application.
  2.  A preliminary amendment is enclosed.
  3. This application is filed by fewer than all the inventors named in the prior application, 37 CFR § 1.53 (d)(4).

06/11/1999 115082001 a.  **DELETE**

01 FC:131  
02 FC:102

- RWDL a.  **DELETE** the following inventor(s) named in the prior nonprovisional application  
00000053 08882197 ~~760.00-00~~  
  
b.  The inventor(s) to be deleted are set forth on a separate sheet attached hereto.  
  
4.  A new power of attorney or authorization of agent (PTO/SB/81) is enclosed.  
5. Information Disclosure Statement (IDS) is enclosed:  
a.  PTO-1449  
b.  Copies of IDS Citations

[Page 1 of 2]

**Burden Hour Statement:** This form is estimated to take 0.4 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box CPA, Washington, DC 20231.

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PTO/SB/29 (12/97)

Approved for use through 09/30/00. OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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CLAIMS	(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) CALCULATIONS	
	TOTAL CLAIMS (37 CFR § 1.16(c))	20 -20* =	0	x \$ 18.00 =	\$	
	INDEPENDENT CLAIMS(37 CFR § 1.16(b))	4 -3** =	1	x \$ 78.00 =	78.00	
	MULTIPLE DEPENDENT CLAIMS (if applicable) (37 CFR 1.16(d))			+ \$ _____ =		
				BASIC FEE (37 CFR § 1.16)	760.00	
				Total of above Calculations =	\$838.00	
	Reduction by 50% for filing by small entity (Note 37 CFR §§ 1.9, 1.27, 1.28).					
	* Reissue claims in excess of 20 and over original patent. ** Reissue independent claims over original patent.					TOTAL = \$838.00
6.	Small entity status:					
a.	<input type="checkbox"/> A small entity statement is enclosed.					
b.	<input type="checkbox"/> A small entity statement was filed in the prior nonprovisional application and such status is still proper and desired.					
c.	<input type="checkbox"/> Is no longer claimed.					
7.	The Commissioner is hereby authorized to credit overpayments or charge the following fees to Deposit Account No. <u>02 - 2666</u> :					
a.	<input checked="" type="checkbox"/> Fees required under 37 CFR § 1.16.					
b.	<input checked="" type="checkbox"/> Fees required under 37 CFR § 1.17.					
c.	<input checked="" type="checkbox"/> Fees required under 37 CFR § 1.18.					
8.	<input checked="" type="checkbox"/> A check in the amount of \$ <u>\$838.00</u> is enclosed.					
9.	<input checked="" type="checkbox"/> Other: Petition for Extension of Time and check in the amount of \$110.00 is enclosed.					

**NOTE:** *The prior application's correspondence address will carry over to this CPA UNLESS a new correspondence address is provided below.*

#### 10. NEW CORRESPONDENCE ADDRESS

<input type="checkbox"/> Customer Number of Bar Code Label	(Insert Customer No. or Attach bare code label here)		<input type="checkbox"/> Correspondence address below
Name	William W. Schaal, Reg. No. 39, 018 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP		
Address	12400 Wilshire Boulevard, Seventh Floor		
City	Los Angeles	State	California
Zip Code	90025		
Country	U.S.A.	Telephone	(714) 557-3800
Fax	(714) 557-3347		

#### 11. SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

NAME	William W. Schaal, Reg. No. 39, 018
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 SIGNATURE |  | DATE | June 8, 1999 |